

PGDM & PGDM – Marketing, Semester 3

A) Innovative Pedagogy: International Trade & Global Management

1. To understand concept of 'Globalization', each group assigned a Business Category to globalize abroad. It tests conceptual knowledge & requires creativity as well as analytical skills. An interesting assignment.
2. To better understand PESTLE impact in market evaluation & selection, each individual is assigned a different country. Required to apply knowledge, do research and evaluate suitability of a country for conducting International business. An interesting assignment.

B) Innovative Pedagogy: B to B Marketing

1. In B to B Marketing Personal Selling is very important. For effective Personal Selling 'Negotiation' techniques are very critical for its success.
2. To give students a hands on experience of hard-core sales negotiations. A concept of Role Plays was designed. There are 6 deals to be negotiated.
3. Each deal to be negotiated between Buyer & Seller Group.
4. There are 6 Groups of Buyers & 6 Groups of Sellers.
5. Buyer's & Seller's Brief sent to each group leader.
6. Buyer's Group 1 will negotiate with Seller's Group 1 & so on.
7. There are Roles specified in each case & allocated these roles among the group.
8. Students were told to read given reading material given on 'Personal Selling'. They were told to follow the steps of Sales Negotiation.
9. Students were given 50 minutes for negotiation. If required the time was extended by another 5 minutes.
10. Students were required to achieve objective/task stated in the case.
11. After each session, feedback was given.